



**ASABE Foundation
2017 Development Assessment**

Executive Summary

Background

In August 2017, the ASABE Foundation engaged Association Development Solutions (ADS), a consulting firm that specializes in association and foundation fundraising, to conduct an assessment of its development operations. The purpose of the project was to evaluate the Foundation’s current approach to fundraising and to identify opportunities for improvement that would enable it to better serve the needs of ASABE members as well as the greater agricultural and biological engineering community.

During this process, a member survey was conducted in order to gauge perceptions of the Foundation, its funding priorities, and opinions about the Foundation’s role moving forward. In total, insight was collected from 906 survey returns, or roughly 11% of the ASABE membership.

Overall, feedback collected during this process was positive. Assessment participants were supportive and enthusiastic about the outlook of a more proactive Foundation. Based on this input, the Foundation is excited to move forward with creating a strategy and plan that will enable it to realize its untapped potential.

Key Assessment Findings

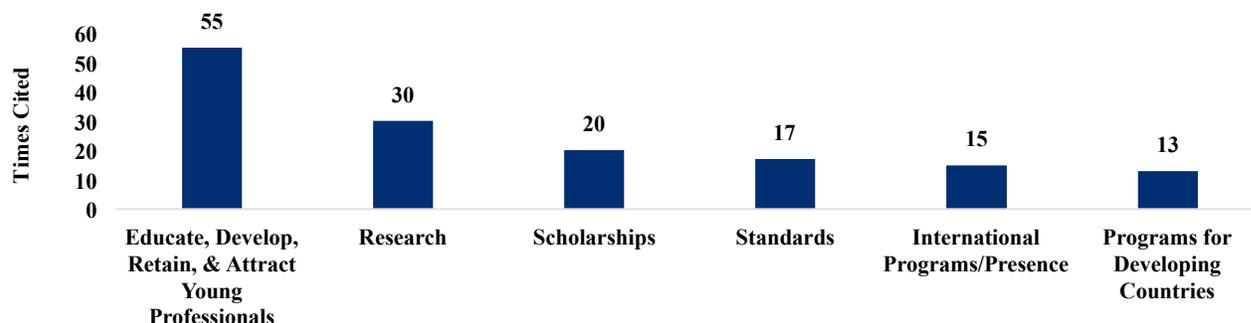
The Foundation gained great insights and valuable information as a result of the assessment process. The survey captured information that will aid the Foundation with defining its strategic vision for the future and creating a plan of action to achieve its goals.

Case for Support

During the survey, participants were asked about the Foundation’s current funding priorities as well as other areas of opportunity or need that the organization could make an impact. The survey revealed that members have a particular interest in supporting Student Initiatives and ASABE programming, as illustrated in the chart below:

Foundation Funding Priorities			
Funding Priority	High Priority	Medium Priority	Low Priority
Student Initiatives	62%	34%	4%
Funding ASABE Programs	59%	38%	3%
Standards Development	46%	39%	15%
Member Awards & Grants	27%	53%	20%
Enhancing Programs	23%	66%	11%
Research	22%	39%	39%

When asked about additional funding initiatives that should be considered, the following areas of focus were cited:



Volunteer Leadership

Volunteer leadership is an important aspect of strengthening the Foundation's development efforts. After analyzing the survey findings, it is apparent that many ASABE members have an interest in assisting the Foundation in a variety of volunteer fundraising capacities. During the survey, it was found that:

- 33% of survey respondents acknowledge that they would be willing to publicly advocate on behalf of the Foundation
- 28% of survey respondents acknowledge that they would be willing to aid the Foundation with garnering support from corporations
- 31% of survey respondents acknowledge that they would be willing to aid the Foundation with garnering support from other members who may be interested
- 19% of survey respondents acknowledge that they would be willing to serve on a committee to support Foundation fundraising efforts

Prospective Donors

Information derived from the assessment indicates that ASABE members are ready and willing to support the Foundation by making financial commitments to fund its priority initiatives. That being said, open-ended comments suggest that contributions are more likely if the impact of the funding is clearly defined. The assessment revealed that:

- 88% of survey respondents believe all ASABE members should be offered the opportunity to consider a gift to the Foundation
- 55% of respondents stated that they would be willing to personally make a financial contribution to the Foundation

Future Outlook

The positive results of the Assessment confirm that the ASABE Foundation is well-positioned to enhance its development operations in order to better meet the needs of Society members and the greater community of agricultural and biological engineers. Staff and Board leadership is extremely grateful for the input provided by members.

The Foundation is in the process of implementing the recommendations received as a result of the process. As we enter the next phase, we will continue to communicate closely with all of our stakeholders while working together to achieve these exciting goals.